**The Writing Variables**

1. **Central Idea-your theme, your message, your point**
2. **Form-short story, poem, news article, essay, memoir, letter, speech**
3. **Audience-peers, children, adults, parents, teachers, public, business people,**
4. **Purpose-to inform, to entertain, to persuade, to acknowledge,**
5. **Context- in a classroom presentation, at city hall, read in a newspaper, at the student council meeting**